

SYSTEM AND METHOD TO PROVIDE AN INTERACTIVE COUPON CHANNEL  
VIA A VIDEO CASTING NETWORK

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ABSTRACT OF THE DISCLOSURE

A system and method to provide an interactive coupon channel via a video casting network. A viewer can tune to the coupon channel to search for coupons by keyword or category. The coupon channel can also be accessed through another channel, such as a shopping channel. Once a coupon is selected by the user, the coupon channel can send the coupon to another user/viewer, save, or print the coupon. The user may also directly redeem the coupon online with a merchant affiliated with the interactive television system. A notification feature can notify the user of an expiration date of the coupons. Also, coupons can be correlated with other television programming of otherwise presented via use of triggers embedded in the television programming.

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